



WEWS

ORDER

Flight Dates **10/23/12-10/29/12**

Contract / Revision **307904 /**

Original Date / Revision
08/14/12 09/17/12

Advertiser **Priorities USA Action**

Agency **Mundy Katowitz Media Inc**

Buying Contact

**1322 G Street SE
Washington, DC 20003-3021**

Product

PUSA Action TV 10.23-10.29.12

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003-3021**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1566**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 98750

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	57	\$66,385.00	\$78,100.00	0.00	10/01/12	10/28/12	57	\$66,385.00	\$78,100.00
November 2012	14	\$17,552.50	\$20,650.00	0.00	10/29/12	10/29/12	14	\$17,552.50	\$20,650.00
Totals	71	\$83,937.50	\$98,750.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WEWS	10/23/12	10/29/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$750.00	P-1	0.00	NM	7	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- TWTF--	6		\$750.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$750.00		0.00						
E 2	WEWS	10/23/12	10/29/12		CM	6-7a	MTWTF--	:30	4	\$950.00	P-1	0.00	NM	5	\$4,750.00



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Print Date: 09/24/12

Page 2 of 4

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Hiatus Dates

Original Date / Revision 08/14/12/ 09/17/12

Order Sep 00:20:00

Advertiser **Priorities USA Action**

Product **PUSA Action TV 10.23-10.29** Estimate # **1566**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F GMC 6-7a M-F GMC 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- TWTF - -					4	\$950.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$950.00		0.00			
E 3	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$950.00	P-1	0.00	NM	3	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- - -					2	\$950.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$950.00		0.00			
E 4	WEWS	10/23/12	10/29/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- - -					2	\$850.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$850.00		0.00			
E 5	WEWS	10/23/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- - -					2	\$850.00		0.00			
		Week: 10/29/12	11/04/12	- - - - -					0	\$0.00		0.00			
E 6	WEWS	10/23/12	10/29/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W- F- -					2	\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$1,600.00		0.00			
E 7	WEWS	10/23/12	10/29/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- - -					2	\$1,200.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$1,200.00		0.00			
E 8	WEWS	10/23/12	10/29/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	2	\$850.00	P-1	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - WT- - -					2	\$850.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$850.00		0.00			
E 9	WEWS	10/23/12	10/29/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	2	\$1,600.00	P-1	0.00	NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- - F- -					2	\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$1,600.00		0.00			
E 10	WEWS	10/23/12	10/29/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- TF- - -					3	\$1,400.00		0.00			
		Week: 10/29/12	11/04/12	- - - - -					0	\$0.00		0.00			
E 11	WEWS	10/23/12	10/29/12	M-F 4-5p Dr. OZ M-F 4-5p Dr. Oz	CM	4-5p	MTWTF--	:30	2	\$1,300.00	P-1	0.00	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - W- F- -					2	\$1,300.00		0.00			
		Week: 10/29/12	11/04/12	M - - - - -					1	\$1,300.00		0.00			
E 12	WEWS	10/23/12	10/29/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Page 3 of 4

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Order Sep 00:20:00

Advertiser **Priorities USA Action**

Product **PUSA Action TV 10.23-10.29** Estimate # **1566**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 12	WEWS	10/23/12	10/29/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	2	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-T---					2	\$2,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,000.00		0.00			
E 13	WEWS	10/23/12	10/29/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TW-F--					3	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
E 14	WEWS	10/23/12	10/29/12	M-Su 630-7p WNT M-Su 630-7p WNT	CM	630-7p	MTWTFSS	:30	3	\$2,500.00	P-1	0.00	NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--					2	\$2,500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$2,500.00		0.00			
E 15	WEWS	10/23/12	10/29/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	3	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TWT---					3	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
E 16	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	:30	2	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WT---					2	\$1,500.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,500.00		0.00			
E 17	WEWS	10/23/12	10/29/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTFSS	:30	3	\$3,000.00	P-1	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-T---					2	\$3,000.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$3,000.00		0.00			
E 18	WEWS	10/23/12	10/29/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,600.00	P-1	0.00	NM	4	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--					3	\$1,600.00		0.00			
		Week: 10/29/12	11/04/12	M-----					1	\$1,600.00		0.00			
E 19	WEWS	10/23/12	10/29/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-TW-F--					3	\$900.00		0.00			
		Week: 10/29/12	11/04/12	-----					0	\$0.00		0.00			
E 20	WEWS	10/27/12	10/27/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$650.00		0.00			
E 21	WEWS	10/27/12	10/27/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$900.00		0.00			
E 22	WEWS	10/27/12	10/27/12	SA 7PM News SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-					1	\$1,600.00		0.00			

